

Publication state: Japan  
ISSN: 2423-8287

Publisher: J-INSTITUTE  
Website: <http://www.j-institute.jp>

Corresponding author  
E-mail: [hyoungkeun.oh@hotmail.co.kr](mailto:hyoungkeun.oh@hotmail.co.kr)

Peer reviewer  
E-mail: [editor@j-institute.jp](mailto:editor@j-institute.jp)

<http://dx.doi.org/10.22471/sport.2018.3.2.16>

© 2018 J-INSTITUTE

## Trend in and Strategic Implementation Plan for the International Development COOPERATION through SPORTS

Oh Hyoung-keun<sup>1\*</sup>

*Keimyung University, Daegu, Republic of Korea*

Choi Seong-kon<sup>2</sup>

*Keimyung University, Daegu, Republic of Korea*

### Abstract

*In the present day, the significance of sports has been emphasized as an effective mediator for the international development cooperation such as by being used for economic and social development of developing countries. The United Nations has designated 2005 as a year for sports and athletics and has also adopted a resolution such that sports are an important means of promoting health, education, development and peace, while stressing such a positive role for economic development and social development. In this vein, advanced contributors such as Australia and Canada are participating in the international development cooperation utilizing sports, while international sports organizations including the International Olympic Committee (IOC) as well as sports organizations such as organizations for each event are participating in international development and carrying out activities through sports. As such, even as the significance of sports is stressed for the international development, related studies are conducted such as the international development and cooperation through sports and sports ODA, yet the studies conducted with sports as an effective tool of the international development cooperation intended for strategic plan and system development have been minimal. Accordingly, in this study, the concept and significance of international development cooperation through sports are examined, and recent trends and cases of international development cooperation through sports are analyzed to present strategic alternatives for related projects. Strategic implementation plans for international development cooperation through sports include, first, the establishment of global governance among the related organizations, second, the participation of companies to secure stable financial resources, and, third, the utilization of sports stars to help publicize related programs, respectively.*

**[Keywords]** Sports, Sports International Development, Sports ODA, International Development Cooperation through Sports, Development through Sport

### 1. Introduction

Following the development of high economic growth, advanced technology, and the expansion of trade through globalization, the mankind has enjoyed material wealth. However, many countries across the globe still continue to live painful lives due to their lack of food, health, and drinking water. According to the results of a survey conducted by the World Bank[1], 707 million people, or 10.7% of the world as of 2013, are suffering from poverty, subsisting on less than \$1.9 per day, and among the children of age less than 10, 1 child is dying every 5 seconds[2].

The most universal objective of international development cooperation is to help address poverty across these developing countries. If we refer to the various types of exchanges which take place in the international society, such as paid and free capital cooperation, trade cooperation, technology and manpower cooperation and social and cultural cooperation among countries or among countries and international organizations, that would mean a cooperation related to the development of developing countries whose level of economic and social development is lower than that of advanced countries[3].

Korea International Cooperation

[www.kci.go.kr](http://www.kci.go.kr)

Agency(KOICA)[3] said that international development cooperation means "all of the procedures for which various entities such as governments, international organizations, and civic organizations of each country have worked together for the development of the global village." That is, the "international development cooperation" means the international society's efforts and actions to help reduce the gap between the development and rich and poor existent within developed and developing countries, developing and developing countries, or within developing countries, while protecting the human rights of the mankind through resolving poverty problems of the developing countries[3].

The United Nations defined poverty reduction of developing countries as a global issue through the declaration of Millennium developmental goals(MDGs) and Sustainable developmental goals(SDGs) and has also requested the International Development Cooperation to actively participate for each country of the planet earth[4].

Today, sports are emphasized for their significance as an effective medium of international development cooperation and are also used for economic and social development of developing countries[4]. The United Nations has also designated 2005 as a year for sports and athletics and has also adopted a resolution such that sports are an important means of promoting health, education, development and peace, while stressing such a positive role for economic development and social development. According to the United Nations report entitled 'Sport for Development and Peace: Towards Achieving the Millennium Goals,' sports contribute to economic development through the production of sports related goods, creation of sports related jobs, and the development of related infrastructures and facilities, while being an effective means for social development such as health promotion, cultivation of cooperative spirit, pursuit of gender equality, and crime prevention, among others, via participation in sports activities. Furthermore, since the adoption of the MDGs, Kofi Annan, the then Secretary General of the United Nations, appointed a special advisor of 'Sports for Development and Peace' and also launched a related office(UN Office on Sport for Development and Peace, or the UNOSDP), through which has been leading international sports activities in order to help achieve developmental goals through sports cooperation across all relevant entities such as the UN related organizations, member countries, sports organizations, civic organizations, private sector, academia and the media[5].

In this vein, advanced contributors such as Australia and Canada are participating in the international development cooperation utilizing sports, while international sports organizations including the International Olympic Committee (IOC) as well as sports organizations such as organizations for each event are participating in international development cooperation and carrying out activities through sports[3]. Furthermore, international sports NGOs such as RIGHT TO PLAY, SCORE, and MYSA are conducting development cooperation activities in developing countries through sports. The activities of such international sports organizations and NGOs are sponsored by attracting sports stars and corporate sponsorship, and are conducting related sustainable activities by securing financial resources and carrying out publicity activities[6].

As such, even as the significance of sports is stressed for the international development, related studies are conducted such as the international development and cooperation through sports and sports ODA, yet the studies conducted with sports as an effective tool of the international development cooperation intended for strategic plan and system development have been minimal.

Accordingly, this study intends to present a strategic plan by analyzing recent trends and cases of international development cooperation utilizing sports starting off from the perception of such issues. Towards that end, first, we will examine the concept and significance of international development cooperation through sports, and second, we will explore the current projects of international development cooperation through sports implemented by the related organizations such as NGOs, International Olympic Committee(IOC), and the UN, among others. Based on which, we will present a strategic plan for the international development cooperation program by utilizing sports.

## **2. Concept and Meaning of the International Development Cooperation through Sports**

### **2.1. Sports and development**

Recently, academia has clearly identified the concept of sports development, development of sports and development through sports. The "development of sports" focuses on the reinforcement and development of sports, such as building sports infrastructures, enhancing

coaching skills, developing sporting goods and equipment, and improving performance[7], whereas the “development through sports” is considered as a means of changing and developing society[8]. That is, by utilizing the positive strengths of sports, they are claiming to ultimately contribute to the global society by resolving diverse social problems such as racial and ethnic conflicts, gender discrimination, disease and health problems, and refugee problems, among others[9].

Furthermore, Kidd[10] classified them into sports development and development through sports / sports for development from a similar perspective. He said that the sports development means providing cooperating and support for the people who are engaged in the areas of sports based on sports, whereas the development through sports / sports for development is intended for those who are not participating in sports activities, and they are distinguished in that the participants do not have a purpose to engage in organized sports organizations thereafter.

**Table 1.** Definition of sport development and sport for development[11].

Classification	Definition
Sport development	Means activities carried out for the purposes of sports participation and performance improvement, supports people engaged in organized sports activities(athletes, coaches, government officials, and administrators, etc.) and strengthens and develops facilities and systems for sports(infrastructures)
Sports for development	Means activities utilizing sports as a means to achieve various social, economic, and political goals other than sports, is a concept which has recently emerged and attracted much attention rather than sports development, and includes ODA, PPP, and private entities' programs.

International sports cooperation	Presented the concept of global social contribution' as one of the 3 largest components of international sports cooperation, and the sports ODA is understood as a way of global social contribution enabling mutual growth with underdeveloped countries.
----------------------------------	--

Furthermore, development through sports is divided into 'Sport Plus' and 'Plus Sport' as illustrated in <Table 2>. Coalter[12] defined 'Sport Plus' as follows. First, it eliminates factors of obstruction against sports activities. Second, it fosters and supports sports leaders. Third, it develops basic physical capabilities and sports skills. Fourth, it focuses on providing opportunities to develop sports skills and expertise. That is, it may be said that 'Sport Plus' focuses on strengthening the foundation of sports and competency, while incidentally pursuing development performance such as public health and education[4].

'Plus Sport' is different from 'Sport Plus' in that it prioritizes social and economic developmental performance, and sports are used as a means for achieving developmental goals. Many 'Plus Sport' organizations are social development organizations which address poverty, youth education, and conflict area issues, among others, and sports are utilized as a tool for such projects[11].

**Table 2.** Classification of the development through sports[13].

Sport plus	Plus sport
- Focused on sports infrastructures and competency enhancement - Developmental effects are pursued incidentally	- Social and economic developmental performance is a priority goal - Sports are used as a means to achieve developmental goals

## 2.2. Meaning of the international development cooperation through sports

Koo[6] claimed that the international development through sports is intended to contribute to

the issues of human rights, social integration, education, disease prevention and social development for developing countries by utilizing the medium of sports. In the past, sports were used as a tool for diplomacy and national prosperity among nations, but as the role and importance of sports in the international society have enlarged, they are rapidly emerging as an alternative to more effective and developmental international development. Kim et al.[14] claimed that the international development through sports not only offers a microscopic aspect of health promotion of local residents in the developing countries, school enrollment rate of local youth, and disease prevention, but also the political and economic development of the countries, enhanced sense of identity of the constituents, and resolution of social inequality, and that such effect can be achieved even in the macroscopic aspects. Furthermore, the four directions of international sports development were explained as follows. First, it is through declarations made such as the MDGs and SDSs.

Together with the 'International Year of Sport and Physical Education' in 2005, the United Nations recommended participation of major international sports organizations and governments such as the IOC and FIFA in order to help identify the importance of sports for the humanitarian international development projects and promote them more effectively. Second, it is the international development program of each country. International Inspiration and CSLC(Canadian Sport Leadership Corp) of Canada, IDEALS (International Development Through Excellence and Leadership in Sport), Dreams and Teams, and International Inspiration of the UK, and TTASPE(Trinidad and Tobago Alliance for Sport and Physical Education) of Australia are international sport development programs which are carried out at the government level in relation to achieving the UN's MDGs[15]. Third, each country or city develops its own program and conducts international sports development with international support from national, international organizations, corporations and NGOs. For instance, there are local development programs such as Magic Bus and GOAL NAZ of India, Go Sisters of Zambia, MYSA(Mathare Youth Sports Association) and Moving The Goalposts of Kenya. Lastly, it is the project of professional clubs and international sports organizations. International

sports organizations such as the World Taekwondo Federation, FIFA, professional sports leagues and professional teams support elite sports through domestic federations of developing countries directly or through partnership, and also fund local developmental programs such as health centers and library constructions.

As such, sports related development projects not only offer a microscopic aspect of health promotion of local residents in the developing countries and the school enrollment rate of local youth in developing countries, but also are recognized as the projects capable of deriving effects in macroscopic areas such as the enhanced integrated sense of identity of the constituents gained from providing support for the activities of their national teams[16].

The UN's report on the sports for development entitled, "Sport for Development and Peace: Towards Achieving the Millennium Developmental Goals," explains the effects of economic development and social development for sports, while claiming that the effects of economic development for sports are manifested via the production of sports related goods, creation of sports related jobs, related occupational training, and social infrastructure and facilities, and as for the social development effects, contribution to the reduction of substance abuse and crimes, gender equality, and welfare for the disable is detailed.

### **2.3. Trends in international development through sports**

#### **2.3.1. Activities of the international development cooperation through sports of non-governmental organizations**

Non-governmental organizations(NGOs) may be said to be essential organizations for implementing projects of international development cooperation through sports. NGOs have a flexible organizational structure relative to governmental institutions, which allows them to carry out their projects promptly and carry out international development cooperation projects in a neutral manner and with less non-political burden[17]. Furthermore, the activities of NGOs complement the activities of government level assistance by encouraging voluntary participation by the governments of the countries which are not able to carry

out projects and the poor class of the beneficiary countries and expanding independence of local communities, while most developed countries are shifting from the project funding support to program support or strategic support[11]. Examining the programs implemented by NGOs, it can be seen that they are consisted of diverse developmental areas such as human rights, environment, and peace, among others, as illustrated in <Table 3>.

**Table 3.** Developmental programs via the NGOs' sports[11][18][19].

Organization	Project details and vision	Region
Right to Play	4 types of developmental areas - Basic education and child development - Health enhancement and disease prevention - Dispute resolution and peace realization - Improvement of quality of life for children in disadvantaged areas around the world via development	Canada
Mathare Youth Sports Association (MYSA)	- Provision of opportunities for mental and physical training through the development of youth community - Acquisition of life skills and participation in social activities - Increased responsibilities for education and society as a member of the community	Kenya
Sport Coaches' Outreach (SCORE)	- Promotion of youth's health and leadership - Promotion of gender equality and women's leadership via sports participation	South Africa
Education through Sport(ETS)	- Protection of children from against ill treatment and abuse - Provision of health services	Ghana Senegal Zambia

	- Improvement of physical activities and infrastructure development	
Education through Sport (Edu Sport Foundation)	- Strengthening of women's competency, physical education in school, public health, leadership, and sports' value - Women's human rights education via sports events, etc.	Zambia

### 2.3.2. Activities of the international development cooperation through sports of international sports organizations

International sports organizations, such as the International Olympic Committee (IOC) and the international sports federations (IFs), are also actively participating in international development cooperation projects through sports, beyond expanding the foundation of sports and carrying out developmental activities in developing countries.

The Olympic Solidarity Program may be said to be one of the most representative international development cooperation activities through sports of the IOC. Details of the Program's purpose and structure are provided in the IOC's Olympic Solidarity Plan 2017-2020 and the Olympic Charter, whose contents are as follows.

The Olympic Solidarity Program has been in effect since the 1960s in order to expand sports development and Olympic spirit across newly independent countries. According to Chapter 1 Article 5 of the Olympic Charter, the purpose of the Olympic Solidarity Program is "to support the National Olympic Committees (NOCs), which are in dire need of special assistance, and such support programs are formed by the IOC and NOCs, and in times of need, are supported by international sports federations.

The programs adopted by the Olympic Solidarity are intended to contribute to the following:

1. Promote the basic principles of Olympic spirit
2. Support player / team preparation for the NOC's participation in the Olympic Games
3. Develop technical sports knowledge for athletes / coaches

4. Improve athlete / coach skills through cooperation with NOC and IF by providing scholarships
5. Sports administrator education
6. Build cooperative relationship with related organizations / entities through Olympic education and sports promotion
7. Build simple, functional and economic sports facilities through cooperation with domestic / international organizations
8. Support organizations of national, regional and continental competitions under the authority and support of NOC and support preparation for competitions
9. Encourage participation in the NOC's bilateral or multilateral cooperation programs
10. Recommend governments and international organizations to include sports in official development assistances

Furthermore, the international sports federations are also actively participating in international development cooperation projects through sports as well as carrying out activities for promoting sports events, thereby contributing to solving social problems such as poverty reduction in developing countries[4]. The FIFA, which is overseeing the largest single sports event, will be developing soccer by hosting various soccer competitions such as FIFA World Cup and continental soccer competitions as well as development activities such as disease, education, environment and poverty reduction in developing countries. Such a most representative social contribution project of the FIFA is 'Football for Hope' program. This program is implemented by cooperating with sports NGOs in cooperation with each country, and from 2005 to 2015, it has supported 170 NGOs in 78 countries, and has also been implementing various programs such as HIV / AIDS prevention education, gender equality, peace promotion, and youth leadership, among others[6]. The project details of the 'Football for Hope' program are as illustrated in <Table 3>.

**Table 4.** Football for hope program[6].

Organization of implementation	Program & activity	Remark
--------------------------------	--------------------	--------

Street football	<ul style="list-style-type: none"> <li>- Strengthening of the rights of women and children</li> <li>- Encouragement of social participation, and improvement of human rights</li> <li>- Education of women leaders</li> <li>- Establishment of sports facilities</li> <li>- Provision of schools' physical education program</li> <li>- Soccer education</li> </ul>	1,195,000 participants
Grass root soccer	<ul style="list-style-type: none"> <li>- Provision of disease control program via soccer and free treatment</li> <li>- Youth education</li> <li>- Leader and referee education</li> <li>- Establishment of sports facilities</li> </ul>	41,000 participants
Play soccer	<ul style="list-style-type: none"> <li>- Education and health management</li> <li>- Provision of social participation program via soccer</li> <li>- Social and economic development</li> <li>- Leadership education</li> <li>- Establishment of sports facilities</li> </ul>	25 countries
Sport-the bridge	<ul style="list-style-type: none"> <li>- Women's activities</li> <li>- Youth education and soccer education</li> <li>- Provision of disease control program</li> <li>- Establishment of sports facilities</li> </ul>	Active in Ethiopia
Georges malaika foundation	<ul style="list-style-type: none"> <li>- Soccer education</li> <li>- Leader and referee education</li> <li>- Establishment of sports facilities</li> </ul>	4,000 participants
Mathare youth sports association (MYSA)	<ul style="list-style-type: none"> <li>- Education for the disabled</li> <li>- Health and disease education</li> <li>- Social participation activities and education via soccer</li> </ul>	14,000 people / 1,200 teams operated
Special olympics	<ul style="list-style-type: none"> <li>- Provision of environment for the education for the disabled</li> <li>- Strengthening of human rights</li> <li>- Soccer education</li> <li>- Establishment of</li> </ul>	2 million participants

	sports facilities	
South African Red Cross Society	<ul style="list-style-type: none"> <li>- Social services</li> <li>- Provision of youth development program</li> <li>- Education for education and volunteer activities</li> <li>- Health</li> <li>- Establishment of sports facilities</li> </ul>	

### 2.3.3. UN's International development cooperation through sports

The United Nations stresses the importance of sports for the achievement of the MDGs and SDGs, and is committed to continuing efforts and activities in cooperation with governments, international organizations, corporations and private organizations of each country. In particular, 2005 was designated as a year of sports and physical education, while the importance of sports was emphasized and various activities are carried out in connection with sports related associations such as international sports organizations and NGOs including those under the umbrella of the United Nations[4].

The UN formed the UN Inter-Agency Task Force on Sport for Development and Peace, consisted of UN agencies and international organizations such as UNESCO, WHO, and UNICEF to develop strategies for developmental activities through sports since the adoption of the MDGs. and also recommended the UN member nations to include sports as an important means of development through relevant reports[20].

Furthermore, the then UN Secretary General appointed a special advisor for "Sports for Development and Peace" and launched the UN Office on Sport for Development and Peace(UN-OSDP)[11]. The role of the special advisor, who oversees this office, is to represent the United Nations and achieve its developmental goals through sports cooperation between all relevant entities, such as the UN agencies and member countries, international and national sports organizations, civic organizations, private sector, academia and the media, and is also responsible for publicizing the importance of sports as a means of promoting development[5].

The UN's past international sports development activities were limited to simple support

projects such as providing supplies and dispatching leaders, but in recent years, various programs have been operated through encouragement and connection with each country, sports organization, and corporation[21]. <Table 3> illustrates the activities of the United Nations on sports development via supporting and connecting related institutions.

**Table 5.** UN's sports developmental activities[21].

Organization	Program	Details	Region
Football beyond borders	<ul style="list-style-type: none"> <li>Established in 2009(UK)</li> <li>- FBB Schools</li> <li>- FBB Academy</li> <li>- FBB Youth Leaders</li> </ul>	Provision of program for children aged 7 to 13 via soccer academy 6,000 children participated	developing countries
Football club alliance	<ul style="list-style-type: none"> <li>Established in 2007(Switzerland)</li> <li>- Young Coach Education Programme</li> </ul>	Provision of soccer and leadership programs to 9,000 children and establishment of sports facilities	Jordan, Colombia, India, Uganda, etc.
Group international de paz	<ul style="list-style-type: none"> <li>Established in 2009(Colombia)</li> <li>- BEISBOLERITOS</li> <li>- Convivencia Y Paz</li> <li>- Embajadorres Fair Play</li> <li>- Olas Del Viento</li> </ul>	Promotion of development and education, gender equality and peace for approximately 11,000 children at 20 offices	Amazon and undeveloped areas
Right to play	<ul style="list-style-type: none"> <li>Established in 2000(Canada)</li> <li>- Sport for Development and Peace</li> </ul>	School attendance increased by 15% via sports and physical activity programs, dis-	20 countries such as Africa, Asia, and the Middle East

		eases decreased by 82% via health education, and women's social participation increased by 70% via sports activities	
--	--	--	--

### 3. Discussion

International development cooperation through sports in the earlier years was focused on strengthening the competency of sports themselves, such as by building sports infrastructures, establishing relevant infrastructures, improving sports instruction methods, developing sporting goods and equipments, and improving performance[22]. That is, international development cooperation projects through sports, such as the international sports federations, focused on strengthening the competitiveness of the events themselves, such as by dissemination and facilitation of the sports concerned, and in the case of related projects conducted at the national level, projects were implemented with concentration on the interests of their own country, such as by propagating the culture of beneficiary country and enhancing their national image[4]. Such an approach was short termed and exhaustive as support activities to the beneficiary country, which could bring about a temporary effect on the beneficiary country or beneficiary area, however, revealed limitations as aid activities as a tool for resolving temporary relationship among nations and for national interest[21].

Accordingly, as for the direction of implementation of international development projects through sports, activities for social and economic development of developing countries must be carried out through sports, such as by strengthening the physical and psychological integrity of the beneficiary country, not by strengthening and developing the sports themselves such as supplying and facilitating the cor-

responding events. Strategic plans of implementation for international development cooperation activities through sports are as follows.

First, global cooperative governance should be established among the related organizations. UN, international societies and sport international organizations, and many associations lead international development cooperation using sports, however, more systematic structuration and organizations are needed for specific objects and activities by concrete organization[6]. To develop international development cooperation through sport, the related organizations should be integrated and linked for its decision makings, planning and operating for the project. But many relating projects have been conducted according to each organization respectively, such as International sport organizations, NGO, and etc. Hence, they should construct global cooperative governance, which will improve the productivities and efficiency.

Second, it is participation in international sports development cooperation activities by companies. It is essential to secure stable financial resources in order to implement projects continuously. However, when compared with other development cooperation areas such as food, medicine, and health, the international development cooperation projects through sports are assessed to be relatively insignificant, and such a low evaluation is having a negative influence on securing financial resources such as sponsorship of companies[6].

Accordingly, it is necessary to improve the perception of the programs concerned by quantifying and presenting the results through clear project assessment methods. This will prove the feasibility and legitimacy of related projects, thereby providing the logics of project implementation, thereby enhancing the participatory rate of international development cooperation projects for which companies utilize sports[4].

Third, it is a plan of utilizing sports stars. In 2018, 6 athletes were selected among the top 100 most influential people by "Time" of the United States, and as such, in a modern society, athletes are recognized as public figures and have a social influence. Such star athletes are actively participating in related activities to help resolve various social problems. Famous sports stars such as Tiger Woods, Hines Ward, Ji-Sung

Park, and Yuna Kim are involved in social contribution activities such as establishing foundations and carrying out social activities with corporations[23][24]. Considering the performance results of sports stars' philanthropic activities, the use of star athletes multiplies the promotional impact of related programs and projects and is likely to positively influence the participation of local residents. In order for star athletes to participate, it is necessary to support and cooperate with the associations of the sports concerned, and it is also necessary to encourage the athletes to participate for the purposes of public interest. The World Taekwondo Federation has been actively promoting related projects by utilizing star athletes, such as by appointing Aaron Cook of Moldova as honorary ambassador for the Taekwondo Humanitarian Foundation. As such, including the retired athletes, utilizing athletes as the instructors for the projects and honorary ambassador is determined to be a way for enhancing the effectiveness of international development cooperation projects through sports.

## 4. References

### 4.1. Journal articles

- [7] Shilbury D & Sotiriadou K & Green BC. Sport Development Systems, Policies and Pathways: An Introduction to the Special Issue. *Sport Management Review*, 11, 217-223 (2008).
- [8] Green BC. Building Sport Programs to Optimize Athlete Recruitment, Retention, and Transition: Toward a Normative Theory of Sport Development. *Journal of Sport Management*, 19(3), 233-253 (2005).
- [9] Ha JP & Ha JH. From MDGs to SDGs: The Conceptual Definition of Sport for Development(SFD) Movement and Advanced Strategies for SFD Program. *The Korean Journal of Physical Education*, 55(2), 393-40 (2016).
- [10] Kidd B. A New Social Movement: Sport for Development and Peace. *Sport in Society*, 11(4), 370-380 (2008).
- [14] Kim BS & Lee RJ & Choi MJ & Lim YS. Sport and International Development: Rooting Globalization of Korean Sport Diplomacy. *The Korean Journal of Physical Education*, 55(4), 59-7 (2016).
- [15] Kim BS & Lee JW. A Study on Strengthening the Sport Diplomatic Power of Korea through Facilitating Official Development Assistance(ODA) Programs Utilizing Sport. *The Korean Journal of Physical Education*, 48(3), 101-112 (2009).
- [16] Levermore R. Sport in International Development: Time to Treat It Seriously?. *The Brown Journal of World Affairs*, 14(2), 55-66 (2008).
- [21] Ku JY & Yang JW. International Sports Development Evaluation and Post Strategy Methods of the UN. *Korean Society of Sport Policy*, 15(2) 81-97 (2017).
- [22] Sotiriadou K & Shilbury D & Quick S. The Attraction, Retention/ Transition, and Nurturing Process of Sport Development: Some Australian Evidence. *Journal of Sport Management*, 22(3), 247-272 (2008).

### 4.2. Thesis degree

- [4] Oh HK. Uses of Taekwondo in Strategies for Improving Korea's International Development Cooperation Projects. Kyemyung University, Doctoral Thesis (2018).
- [6] Koo JY. Evaluation and Development Plans for Sports International Development of FIFA. Sungkyunkwan University, Doctoral Thesis (2016).
- [23] Kim HK. Effects of the Athlete's Foundation Philanthropic Activities on Athlete's Image, Social Connectedness and Expected Emotion. Kyunghee University, Master's Thesis (2015).
- [24] Choi DH. The Effect of Athlete's CSR on Athlete's Image, Trust, Attitude, and Loyalty. Sookmyung Women's University, Master's Thesis (2017).

### 4.3. Books

- [2] Ziegler J. Faim Dans le Monde Expliquee a Mon Fils (2006).
- [11] Noh YG. Study on Sports ODA Projects (2014).
- [12] Coalter F. Sport-in-development: Accountability or Development?. In Sport and International Development (2009).
- [13] Kim SW. Study on the Success Case of Sports ODA (2013).
- [17] Park KS. New Introduction to International

- Relations (1999).  
 [20] UN. Sport for Development and Peace: Towards Achieving the Millennium Development Goals (2003).

#### 4.4. Additional references

- [1] <http://www.worldbank.org/> (2018).  
 [3] <http://www.odakorea.go.kr/> (2012).  
 [5] <https://www.unric.org/> (2011).  
 [18] <http://www.mysakenya.org/> (2018).  
 [19] <http://www.righttoplay.com/> (2018).

##### Lead Author

**Oh Hyoung-keun** / Keimyung University Lecturer  
 B.A. Keimyung University  
 M.A. Russian International Olympic University  
 Ph.D. Keimyung University

##### Research field

- Ethical Issues Confronting Korean Sport Organizations, International Journal of Sport, 3(1) (2018).
- Uses of Taekwondo in Strategies for Improving Korea's International Development Cooperation Projects, Keimyung University, Doctoral Thesis (2018).

##### Major career

- 2013. Gyeongju University, Lecturer
- 2018~present. Keimyung University, Lecturer

##### Corresponding Author

**Choi Seong-kon** / Keimyung University Professor  
 B.A. Kyungpook National University  
 M.A. Keimyung University  
 Ph.D. Hiroshima University

##### Research field

- About the Adverbial Functions of Japanese Onomatopoeia, 日本語文學, 31 (2005).
- About Martial Art Education Organization of Korea · Japan School Curriculum Comparative Study, 日本語文學, 53 (2011).

##### Major career

- 2002~present. Keimyung University, Professor
- 2016~present. International Society for Crisis & Safety, Vice President